

# Wallpaper\*

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\*DESIGNINTERIORSFASHIONARTLIFESTYLE

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## TREAT YOURSELF

Wallpaper's ice-cool,  
69-point plan for the holidays

5 hot new kitchens

32 watches to  
spend time with

10 hotels that  
mean business

**THE BEST DESIGNER  
IN THE WORLD?**  
We talk to Apple's  
Jonathan Ive

**WHISKY A GO-GO**  
Matchmaking  
the finest malts

**JOIN THE CLUB**  
How to mix the  
perfect members' list

**HONOLULU BABY**  
Ian Schrager's  
new big idea



Barbara Kruger, America's art hotels,  
Jean Nouvel and Wendell Castle light up,  
Hauser & Wirth shake up Savile Row,  
and William Eggleston's shepherd's pie



## NATURE'S COURSE ▼

Driven by the growing interest in authenticity and naturalness among consumers, this type of perfume is characterised by a single, distinctive, natural note – fresh, simple renditions that until now would have been considered less noble. Histoires de Parfums' trilogy of scents around tuberose perfectly embodies the trend. *Tubéreuse*, €130 each, [www.histoiresdeparfums.com](http://www.histoiresdeparfums.com)

## ANIMAL MAGIC ▼

These are characterised by powerful, invasive and sensual notes of leather, hunting odours and animal hides, all considered to be rather politically incorrect. Vero Profumo's scents from Swiss perfumer Vero Kern place this beastly new trend in a traditional French framework. *Onda*; *Rubj*; *Kiki extraits de parfum*, from \$165 each, [www.veroprofumo.com](http://www.veroprofumo.com)



## EASTERN PROMISE ▲

The globe-trotting Middle Eastern consumer is starting to have a real influence on olfactory tastes in the West. Distinctly eastern raw materials, such as oud wood, galbanum, myrrh and incense, are penetrating the palettes of European perfumers such as Stéphane Humbert Lucas, who has just launched a line, *So Oud*, dedicated to the melding of Middle Eastern and French fragrance sensibilities. *Nektar*, £99, [www.sooud.net](http://www.sooud.net)

# Smell of success

*We're on the scent of a new direction for fragrances*

A fascinating convergence of the once-warring worlds of the market-driven mainstream and the unfettered experimentation of independent perfumery emerged at this autumn's Pitti Immagine Fragranze, the trade show in Florence dedicated to niche perfumery. Using new research garnered from social network sites and perfume blogs, Maurizio Volpi, an analyst from leading flavours and fragrance company Givaudan, identified that, with beauty hall sales dropping in the under-25 market, a demanding online community of consumers is now leading the market in new directions. These new taste-formers, who embrace radical perfumery, were found to be experimenting with sensual, animalic accords, with single, natural notes and with scents such as oud and myrrh, beloved in the Middle East, but generally absent in Western perfumery. On the left, we select some of the best in show, which embody the new directions.

INCOMING

BY JOHN WEICH

## CASHING IN

For too long Twitter followers and Facebook friends looked a lot like air miles – easy enough to accumulate, and almost impossible to cash in on. But things are changing, and fast. Bands now 'pay' fans with merchandise and backstage passes to promote their latest gigs via their personal social networks. More recently, brands such as Burger King and iTunes have joined the fray, rewarding Facebookers with burgers and concert tickets. As the monetisation of social network sites intensifies, so will the sprouting up of social payment systems like 'Pay With A Tweet', an online buzz-creating tool based on distributing tweets among networks. Digital purists are right to be wary: the idea of brands rewarding hyperactive bloggers with last-minute airplane upgrades could potentially contaminate what makes social media so attractive in the first place: authentic peer recommendations. Before long we may be guessing whether the latest tweet from our best friend was a heart-felt endorsement or a paid PR plug. Like it or not, this is the belated cashing in on social credit that we all suspected was going to happen sooner or later.

## ALL WRAPPED UP

This striking restoration and extension of Lille's Museum of Modern Art is Parisian architect Manuelle Gautrand's latest project. Blending the old and the new was key to the project's development: the new wing, which houses the museum's extensive Art Brut collection, is wrapped around the original museum building designed by the late French architect Roland Simounet in 1983. Taking her inspiration from Simounet, who treated roofs as a fifth façade, Gautrand designed the extension's roof as a fluid sculpture. Her new display areas come with small openings, which also form playful patterns on the outside, thus adding movement to the constructivist geometric forms of the original building. [www.manuelle-gautrand.com](http://www.manuelle-gautrand.com)



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